Permit #F00052837

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00052837 **Type of Permit:** FILMING **Release Date:** 05/25/2012

Production Company	MADHEART
Insured Company Name	MADHEART
Contact Phone No. 1	805-494-0122
Contact Phone No. 2	
Fax	
Address	1109 FINROD CT WETSLAKE VILLAGE, California 91361
Production Title	HALLMARK
Type of Production	Commercial - Standard

Producer	Lisa Phillips
Director	Jan Gleie
1st AD	David Normand
Production Manager	Cory Desrosiers
FilmL.A. Coordinator	JDP - Jason Del Paine
Location Manager	Norman Tokarsky
Primary Phone	Mobile - 818-254-7110
Secondary Phone	
Location Assistant	N/A N/A
Primary Phone	Mobile - 000-000-0000
Secondary Phone	

Fees

Posting 300	$69.00
Posting 600	$276.00
Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,365.00

Number of Locations 5

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00052837
Production Company MADHEART
Insured Company MADHEART
Production Title HALLMARK

Location Manager Norman Tokarsky
Primary Phone Mobile - 818-254-7110
Secondary Phone

Location Address 935 Harding Ave, Venice, CA, 90291

Location Type Private Residence

Film Dates 5/29/2012 - 5/29/2012 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Community Survey Required
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	55
Cube Trucks	5

Personnel on Location

Type	Quantity
Cast	10
Crew	50

Filming Activities Equipment on property; Interior Dialogue; Dad Decorating X-Mas Tree;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 672 **Grid:** A5

Approvals LOS ANGELES POLICE DEPARTMENT Steve Ji

Parking
Base Camp 940 Coeur D Alene Ave, Los Angeles, CA, 90291
Location Type : Other Location
Crew Parking 940 Coeur D Alene Ave, Los Angeles, CA, 90291
Location Type : Other Location
Parking Notes
Church of St Mark - Contact is Father Michael - 310-821-5058

SPOT CHECK PER LAFD WALK THRU, INSP ROTH

Posting "No Parking" signs N/S HARDING AV., GRANDVIEW AV.-NAPLES AV.

Approximate Footage 301 - 600 **Log Number** 36514

Date(s) 5/29/2012 to 5/29/2012 **Time(s)** 07:00 to 22:00

NO PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Location 2 of 5

Permit Number F00052837
Production Company MADHEART
Insured Company MADHEART
Production Title HALLMARK

Location Manager Norman Tokarsky
Primary Phone Mobile - 818-254-7110
Secondary Phone

Location Address 924 Harding Ave, Venice, CA, 90291

Location Type Private Residence

Film Dates 5/29/2012 - 5/29/2012 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Community Survey Required
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	55
Cube Trucks	2

Personnel on Location

Type	Quantity
Cast	10
Crew	50

Filming Activities Equipment on property; Interior Dialogue; Mom setting up guest bedroom / woman @ kitchen counter;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 672 **Grid:** A5

Approvals LOS ANGELES POLICE DEPARTMENT Steve Ji

Parking
Base Camp 940 Coeur D Alene Ave, Los Angeles, CA, 90291
Location Type : Other Location
Crew Parking 940 Coeur D Alene Ave, Los Angeles, CA, 90291
Location Type : Other Location
Parking Notes
Church of St Mark - Contact is Father Michael - 310-821-5058

SPOT CHECK PER LAFD WALK THRU, INSP ROTH

Posting "No Parking" signs S/S HARDING AV., 200' IN FRONT OF 924 HARDING AV.

Approximate Footage 0 - 300 **Log Number** 36514

Date(s) 5/29/2012 to 5/29/2012 **Time(s)** 07:00 to 22:00

NO PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00052837
Production Company MADHEART
Insured Company MADHEART
Production Title HALLMARK

Location Manager Norman Tokarsky
Primary Phone Mobile - 818-254-7110
Secondary Phone

Location Address 925 Harding Ave, Venice, CA, 90291

Location Type Private Residence

Film Dates 5/29/2012 - 5/29/2012 07:00 - 23:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Community Survey Required
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	55
Cube Trucks	2

Personnel on Location

Type	Quantity
Cast	10
Crew	50

Filming Activities Equipment on property; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 672 **Grid:** A5

Approvals LOS ANGELES POLICE DEPARTMENT Steve Ji

Parking

Base Camp
Location Type : Other Location
940 Coeur D Alene Ave, Los Angeles, CA, 90291

Crew Parking
Location Type : Other Location
940 Coeur D Alene Ave, Los Angeles, CA, 90291

Parking Notes
Church of St Mark - Contact is Father Michael - 310-821-5058

SPOT CHECK PER LAFD WALK THRU, INSP ROTH

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Location 4 of 5

Permit Number F00052837
Production Company MADHEART
Insured Company MADHEART
Production Title HALLMARK

Location Manager Norman Tokarsky
Primary Phone Mobile - 818-254-7110
Secondary Phone

Location Address 1518 Pacific Ave, Los Angeles, CA, 90291

Location Type Retail Business

Film Dates 5/29/2012 - 5/29/2012 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Community Survey Required
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	55
Cube Trucks	2

Personnel on Location

Type	Quantity
Cast	10
Crew	50

Filming Activities Equipment on property; Equipment on sidewalk, in curb lane & across street; Interior Dialogue; Girl Sitting @ Cafe;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** G6

Location Notes Must comply with Venice conditions

Approvals LOS ANGELES POLICE DEPARTMENT Steve Ji

Parking
Base Camp 940 Coeur D Alene Ave, Los Angeles, CA, 90291
Location Type : Other Location
Crew Parking 940 Coeur D Alene Ave, Los Angeles, CA, 90291
Location Type : Other Location
Parking Notes
Church of St Mark - Contact is Father Michael - 310-821-5058

SPOT CHECK PER LAFD WALK THRU, INSP ROTH

Posting "No Parking" signs
E/S PARK ROW, MARKET ST-WINWARD AVE (METERS 213-206)
N/S MARKET ST, PACIFIC AVE - PARK ROW (METERS 170 - 174)
W/S PACIFIC AVE, WINDWARD AVE - VENICE WAY (METER 452 - 457)

Approximate Footage 301 - 600 **Log Number** 36524

Date(s) 5/29/2012 to 5/29/2012 **Time(s)** 07:00 to 23:00

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00052837
Production Company MADHEART
Insured Company MADHEART
Production Title HALLMARK

Location Manager Norman Tokarsky
Primary Phone Mobile - 818-254-7110
Secondary Phone

This location has been CANCELED

Location Address 1510 Lincoln Blvd, Venice, CA, 90291

Location Type School

Film Dates 5/30/2012 - 5/30/2012 15:00 - 20:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Community Survey Required
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	50
Cube Trucks	2

Personnel on Location

Type	Quantity
Cast	10
Crew	50

Filming Activities Equipment on property; Interior and exterior dialogue; They will be at the Main Entrance 3pm - 5pm; Playground 5pm - 8pm;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** J5

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Coordinator Note SPOT CHECK OK PER LAFD WALK THRU, INSP ROTH

Parking
Base Camp
Location Type : Filming Location
Crew Parking
Location Type : Filming Location
Parking Notes
Broadway Elementary - Contact is Principal Wang - 310-392-4944

SPOT CHECK OK PER LAFD WALK THRU, INSP ROTH

Posting "No Parking" signs N/S BROADWAY ST., LINCOLN BL.-NORFOLK AV.

Approximate Footage County Parking **Log Number** 36512

Date(s) 5/30/2012 to 5/30/2012 **Time(s)** 13:00 to 22:00

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT